

Please enter the following amendments and response:

AMENDMENT TO THE SPECIFICATION

Please replace the first full paragraph on page 6 with the following amended paragraph:

The labels according to the present invention, respectively identified by reference numeral H-0 110 in Figure 2, 210 in Figure 3 and 310 in Figure 4, include several common characteristic features. For instance, each may be comprised of a flexible and printable substrate such as paper or plastic sheet or web material. Although they may be made individually, the labels are preferably produced from rolls of such substrates, such as paper or plastic sheet stock which can be continuously printed, coated with adhesive, applied with protective material, affixed to release paper, and cut to produce multiple labels as further described herein. Additionally, each label has general areal dimensions L and W which represent the length and width dimensions, respectively, of the label Length L is a predetermined distance related to the circumferential dimension of the object to be labeled and width W is that dimension extending perpendicularly to length L. Width W may vary, as may be desired or necessary, along length L.

Please replace the last paragraph starting on page 12 and ending on page 13 with the following amended paragraph:

More particularly, labels 410, 510 and 610 depict exemplary, although not limitative, means for facilitating separation of the releasable second portions of the labels from the first portions thereof when the labels are secured to objects such as products or product containers. These means may include a protrusion 430 provided adjacent a distal end of the second portion 414 of label 410, a notch 532 adjacent an end of the first portion 512 of label 510, or a combination of a notch 630 adjacent a distal end of second portion 614 and a notch 632 adjacent an

end of the first portion 612 of label 610, ~~Each~~ 610. Each of these means enable easier insertion of a user's finger or fingernail beneath the releasable second portion of any of the labels herein described when such labels are affixed to a product or product container whereby the second label portion may be more easily lifted and separated ~~from~~ from contact with the first label portion.

Please replace the first full paragraph of page 16 with the following amended paragraph:

Referring to Figure 13, there is shown a schematic depicting a method for making the labels of this invention. It should be noted at the outset that the order in which the steps of the methods herein disclosed are carried out is not necessarily critical to successfully making the labels of this invention. As mentioned above, the labels are made from a flexible and printable substrate 800. Graphic or other inks 810 are printed by printing step 820 (e.g. by flexographic, rotogravure, silk screening or other printing methods) at predetermined locations on the top and/or bottom surfaces of substrate 800. ~~For~~ For example, depending on the desired or necessary label configuration, inks 810 may be applied to: the top surface of first label portion 112, 212, 312, 412, 512, 612, or 712; the top surface of second label portion 114, 214, 314a, 414, 514, 614, or 714; and/or the bottom surface of second label portion 114, 214, 314, 414, 514, 614, or 714. Pressure sensitive adhesive 830 is applied by step 840 (e.g. hot melt or other adhesive means) to predetermined locations on the bottom surface of substrate 800 so as to provide a means by which the label may be affixed to the desired object. For example, depending on the desired or necessary label configuration, pressure sensitive adhesive 830 may be applied to the bottom surface of the first label portion 112, 212, 312, 412, 512, 612, or 712.

Please replace the last paragraph starting on page 16 and ending on page 17 with the following amended paragraph:

Figure 14 depicts a method for making the labels of this invention which adds to the ~~steps shown~~ steps shown in Figure 13 optional step 860 for applying tack or releasable adhesive 850 to select locations on substrate 800 such that the second label portion may be selectively and repeatedly adhered to the first label portion. For example, depending on the desired or necessary label configuration, tack or releasable adhesive 850 maybe applied to the distal edge of the bottom surface of first label portion 112 (i.e. 118), 212, 312, 412, 512, 612, or 712.

Please replace the first full paragraph of page 17 with the following amended paragraph:

Figure 15 depicts a method for making the labels of this invention which adds to the steps shown in Figure 14 optional step 880 for applying a protective material 870 to select locations over substrate 800 and/or inks 810 in order [[to]] protect substrate 800 and/or inks 810 from wear or other degradation. For example, depending on the desired or necessary label configuration, protective material 870 (e.g. lacquer, varnish, PVC, or other substantially transparent protective material) may be applied to any surface. In addition, it should be noted that either adhesive 830 or 850 may be applied overprotective material 870 provided that such application does not cause an adverse chemical reaction.

Please replace the first full paragraph of page 19 with the following amended paragraph:

As discussed above, in certain embodiments of the labels of this invention, it is desirable to have certain portions of the label which are coated ~~with pressure~~ with pressure

sensitive adhesive 830 (see e.g. portions 116, 216 and 316 of Figures 2 through 4 respectively and portions 416, 516, 616 and 716 of Figures 7 through 10 respectively) in certain areas which are intended to be indicia or ink bearing surfaces (see e.g. second portions 114, 214 and 314 of Figures 2 through 4 respectively and 414, 514, 614 and 714 of Figures 7 through 10 respectively). When PSA material 805 is provided with pressure sensitive adhesive 830 in areas where it is necessary or desirable to print indicia or inks 810, such areas must be "deadened" by either removing pressure sensitive adhesive 830 from web 809 or by applying a detackifying material such as a varnish, laminate or other material capable of providing a suitable surface for the printing of indicia or inks 810. This deadening process is particularly useful when it is necessary or desirable to print on the surface of web 800 which surface also bears pressure sensitive adhesive 830 (see e.g. surface 118 of Figure 5).

Please replace the last paragraph starting on page 19 and ending on page 20 with the following amended paragraph:

The deadening process (if any is required) is carried out in step 1000. With PSA material 805 prepared, web 800 may be printed with inks 810 on any surface of the label which is suitable for accepting inks 810, Such 810. Such printed surfaces may include both top and bottom surfaces of the label being produced, any surface not bearing pressure sensitive adhesive 830, or any surface which has been deadened in step 1000. Printing step 810 may comprise one or more steps wherein the top and bottom surfaces of the label are printed either simultaneously or in separate steps, In steps. In one embodiment of the invention, inks 810 are printed on the top surface of the PSA material 805, PSA material 805 is turned over, and inks 810 are printed on the bottom surface of PSA material 805.